

WRITING AN EVENT PROPOSAL

We often ask that students write an event proposal before going forward with an event. This proposal serves an important function for our office since a proposal allows us to determine whether the event is feasible, whether the funding is available and if the club will need more support or guidance. A proposal is a starting point, and an effective one can help to ease the challenge of planning a large or complex event. The document you create should make the planning process much easier. For this to be true, however, your club must put some time into the proposal process. The more detailed and complete a proposal, the easier the planning and the more successful an event. In general, large events (more than 100 people) need at least two months of planning time. As events become larger, the planning time grows as well. For example, planning for Homecoming occurs about a year before the event. Keep in mind that it is sometimes better to scale back an event & make it successful. A successful event is made up of planning, expertise and time. Whenever you are short in one area, you will need to make up for it in another area. We can help you with planning and expertise, but only your club can help you with time!

When writing an event proposal, please make sure to include the following items:

▶ **Sponsoring Group or Club**

▶ **Event Contact & Complete Contact Information**

Include the full name, phone number & email address of your club's contact for the event. This person should be the person coordinating the event which may or may not be an established executive board member. It is a good idea to list only one or two people as the contacts for the group. By doing so you ensure that the information is going through less people & you are less likely to miss important pieces of information.

▶ **Event Title & Description**

Include in this section a clear & comprehensive description of the event. This description should include a list of all planned activities, proposed date, time & location. If the event is an outdoor location, make sure to include an inclement weather plan - raindate, rainsite or cancellation as well as a timeframe for making that decision.

▶ **Event Purpose**

This statement should explain why your club or organization is planning this event. What need will this event fill for the AU community?

▶ **Publicity Plans**

List all plans for publicity, including any on-campus & off-campus promotions.

▶ **Logistics**

In this section, provide a timeline/itinerary for the event itself as well as a timeline of the general tasks needed to plan the event. As the event increases in size and/or complexity, this timeline will increase as well. Make sure to include any needs for amplified sound, special accommodations from Student Activities, Grounds, etc. Include a diagram if possible or necessary for your event. Note any needs for audiovisual equipment, other equipment (pads of newsprint, stanchions, podiums, etc.) security, staging, lighting, permits, special needs (interpreters) etc. Keep in mind that some activities including raffles, fairs, carnivals and complicated outdoor staging require permits from the District government. These permits have firm processes that cannot be sped up and require that you work closely with Student Activities with at least two months of lead time before the event.

▶ **Evaluation Method**

Detail how you plan to evaluate the event. This plan should include how and when you will evaluate the event.

▶ **Financial Information**

Include everything that is a planned cost for the event as well as expected sources of revenue. Areas that should be included on the in this section are:

- ◀ Event Activity costs (i.e. artist costs, rental equipment, lighting, parking etc.)
- ◀ Food
- ◀ Decorations
- ◀ Giveaways
- ◀ Communication costs (i.e. radios, cell phones, etc.)
- ◀ Transportation
- ◀ Publicity (i.e. fliers, banners, posters, etc.)
- ◀ Facilities/grounds costs (predominantly for outdoor events)
- ◀ Security costs
- ◀ Planning

If you have any questions about writing an event proposal or if you need assistance, contact your Program Advisor at 202.885.3390.